

BEFORE THE
LOUISIANA PUBLIC SERVICE COMMISSION

In re: Investigation Regarding the)
Feasibility of Implementing a Renewable) **Docket No. R-28271**
Standard Portfolio for the Jurisdictional)
Electric Utilities in the State of Louisiana)

Geaux Green
Green Pricing Tariff – Pilot Program
1st Quarterly Report

July 2007

**Green Power Pilot Program Quarterly Report
July 2007**

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I. Introduction

In Docket R-28271, the commission approved the implementation of a voluntary Green Pricing Tariff (GPT) pilot program at Entergy Gulf States, Inc (“EGS”). This program titled *Geaux Green* began April 1, 2007 and is scheduled to run until March 31, 2008. It offers all customer classes the opportunity to purchase 100 kWh blocks of green power for a price premium of \$2.25 per block. Customers that choose to participate and remain in EGS’s service territory must commit to remain in the program until completion of the pilot.

Customers interested in learning more about the *Geaux Green* program can get information from visiting the website www.geauxgreen.com which provides general information about the program and allows customers to request an information packet and contract or by calling the dedicated *Geaux Green* number 1-877-847-3364. If customers decide to participate, they fill out the contract and mail it in the pre-addressed envelope.

II. Energy Supply

A) *Geaux Green* Energy Contracted

On February 2, 2007, Entergy Gulf States submitted a request for renewable energy supply for the *Geaux Green* pilot program. This request generated two bids from biomass suppliers Agrilectric Power Partners, LLP and Lake Charles Cane – Lacassine Mill, LLC.

Agrilectric Power Partners, LLP. bid 40,000 MWh. It began operation in 1983 and is not Ecopower or Green–e certifiable. The power will be generated by burning rice hulls and delivered over the twelve month pilot.

Lacassine Mill, LLC. bid 19,000 MWh. It began operation in 2006 and is potentially EcoPower or Green–e certifiable. The power will be generated by burning bagasse, the fibrous remains left after juice extraction from sugar cane stalks. The electricity will be delivered during the sugar cane harvest season that runs from September through February.

From these bids, 19,000 MWh from Lacassine and 21,000 MWh from Agrilectric were selected based on Order R-28271, which requires that post 1997 generation be given preference over pre 1997 generation.

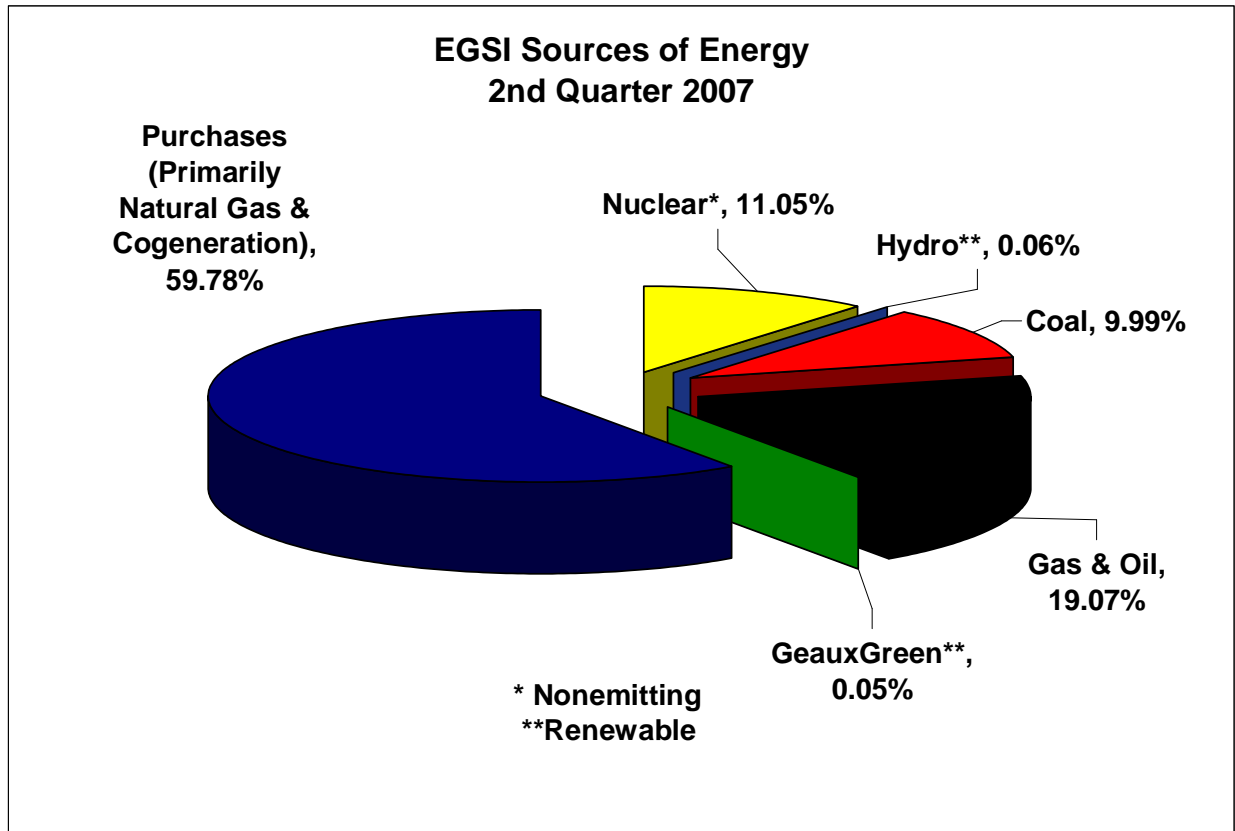
B) *Geaux Green* Energy Delivered (April – June)

- **Lacassine** No energy delivered.
- **Agrilectric**

	April	May	June
KWh	1,842,000	1,165,000	1,708,000
Monthly Avg Avoided Cost	5.5¢	5.6¢	5.5¢
<i>Geaux Green</i> Payment	5.9¢	5.9¢	5.9¢

The MWhs generated for this pilot are part of the overall energy portfolio used to meet the energy needs of EGS customers. **Figure 1** shows the 2nd quarter 2007 energy source profile for EGS. It is available on www.geauxgreen.com and will be updated quarterly. This information will also be included on the bill insert to be presented to customers in August.

Figure 1



III. Marketing and Promotional Plan

A) Marketing Overview

The *Geaux Green* plan primarily utilizes broadcast media and billing contacts (radio, billboards, bill inserts, newspaper, etc.) to provide general education and awareness of the program. This diverse approach allows multiple opportunities to grab a customer's attention.

Geaux GREEN

- Program Name:** This name was chosen because of its unique and positive relation to Louisiana. It is easy to remember, and provides an inherent call to action. The initial response to the name has been extremely favorable.
- Objective:** Market and create awareness through paid media and available internal message media of Entergy's Green Power Tariff giving customers in the EGS LA service

area the option to pay a minimal premium on their electric bill to ensure that a portion of their electricity bill goes toward the procurement of renewable resources.

- **Media:** We have chosen radio, outdoor, online, print media in special opportunity venues, bill inserts, bill messaging and remittance envelope messaging to reach our audience. The mass media plan is front loaded to build interest and create momentum and we will maintain awareness through PR efforts and internal distribution mechanisms through the later part of the pilot program. We are researching promotional items and cross promotional opportunities to further extend awareness of the program. Adjustments will be made to the plan as we progress through the year.

B) Summary of *Geaux Green* Marketing Customer Touches

The following statistics illustrate the number of customer interactions as of second quarter 2007.

- **Radio and Billboard**
 - Baton Rouge Effective Reach = 88.5%
In the Baton Rouge market, 403,340 adults 18+ have seen or heard the Entergy *Geaux Green* message at least three times.
 - Lafayette Effective Reach = 90.4%
In the Lafayette market 343,700 adults 18+ have seen or heard the Entergy *Geaux Green* message at least three times.
 - Lake Charles Effective Reach = 87.8%
In the Lake Charles market, 119,232 adults 18+ have seen or heard the Entergy *Geaux Green* message at least three times.
- **Internet** (www.geauxgreen.com) – 1,907 total views with 1,368 coming from unique accounts
- **Bill Inserts** – 982,381 delivered (March – 280,902, April – 350,352, May – 179,493, June – 171,634)
- **Bill Messages** – Monthly customer bill messages announcing the availability of Green Power and the *Geaux Green* website ran April 9-June 18. They will also run July 23-Aug 20 and Oct 29-Nov 26.

C) Radio

EGS began a three week radio launch in April. Ads are running every other week through the end of October 2007 on the original proposed station list and the LA Network (Gulf States markets only) during the off weeks to supplement reach and frequency at very reasonable per spot costs. The list of stations is shown in **Figure 2**. This will allow a constant presence throughout the media schedule.

As part of the media plan EGS is asking stations for a link on the radio station website that will take listeners to www.geauxgreen.com for more information on the pilot program and how to sign up.

Over 70% of our target audience listens to the radio during morning and afternoon drive-time. Our research shows that country, news/talk and contemporary hit radio are the most listened to formats for this demographic so we are targeting stations with these formats first.

Three :30 second spots have been developed to introduce and promote the program.

The first radio spot (**Figure 3**) will let consumers in the Gulf States Louisiana service area know that Green Power is available and the name of the program is G E A U X Green.

The 2nd and 3rd radio spots (**Figures 4 and 5**) will name specific parishes (all parishes in Gulf States Louisiana service area) to provide more detail on where the program is available and give some ownership to the customers of the program. The parishes were split between two spots which will alternate in the on-air schedule.

Additional spots will be produced as necessary through the course of the campaign.

Figure 2

Geaux Green Radio Campaign

Radio Stations

<u>City</u>	<u>County</u>	<u>Station</u>	<u>Dial</u>	<u>Format</u>
Baton Rouge	E. Baton Rouge	WYNK-FM	101.5	Country
Baton Rouge	E. Baton Rouge	WJBO-AM	1150	News Talk
Lafayette	E. Baton Rouge	KPEL-FM	105.1	News Talk
Lafayette	Lafayette	KSMB-FM	94.5	CHR
Lafayette	Lafayette	KMDL-FM	97.3	Country
Lake Charles	Calcasieu	KYKZ-FM	96.1	Country

LA Network - Gulf States LA Market

Baton Rouge

<u>Station</u>	<u>Dial</u>
WXOK-AM	1460
KKAY-AM	1590
KQKI-FM	95.3
WFPR-AM	1400
WCDV-FM	103.3

Lafayette

<u>Station</u>	
KJCB-AM	770
KVPI-FM	92.5
KSLO-AM	1230
KEUN-AM	1490
KSIG-AM	1450
KPEL-FM	105.1
KMDL-FM	97.5
KANE-AM	1240
KRDJ-FM	93.7

Lake Charles

<u>Stations</u>	
KQLK-FM	97.9
KKGB-FM	101.3
KAOK-AM	1400
KXZZ-AM	1580

Figure 3

RADIO SCRIPT 1

Entergy
Green Power
:30 Radio “Teaser”

Anncr: (Female)

You know the phrase...good as gold... maybe it should be
good as green...

Announcing...for the first time,
Green Power is available in Louisiana... and it's provided
by a name you know...Entergy Gulf States...

Entergy Gulf States Louisiana Customers can now purchase a portion
of your electricity from an earth-friendly energy source.

And when you choose to buy Green Power, you're using renewable energy
sources that will protect our environment,
help our climate, and preserve our planet for years to come.

And that's good as gold...

So Geaux Green...it's a good choice for Louisiana.

For more information go to GEAUXGREEN dot com.

That's G E A U X GREEN dot com.

Figure 4

RADIO SCRIPT 2

Entergy
Green Power Radio
:30 “What is Geaux Green?”

MUSIC UP: Upbeat/Cajun-ish

Anncr: In St Martin, St Landry, St James...

WOMAN: What is Geaux Green, G-E-A-U-X Green?

Anncr: In Iberia, Iberville, Ascension...

MAN: What is this G-E-A-U-X Green?

Anncr: In Calcasieu, Cameron, Acadia?

WOMAN: Geaux Green?

MAN: Geaux Green?

WOMAN: G-E-A-U-X Green?

Anncr; Green Power is available in Louisiana and it's provided
by a name you know...Entergy Gulf States...

We call it Geaux Green, G-E-A-U-X
spelled the Louisiana way

For more information visit Geaux Green.com...
G-E-A-U-X Green.com...

It's a good choice for Louisiana....

Figure 5

RADIO SCRIPT 3

Entergy
Green Power Radio
:30 “What is Geaux Green?” #2

MUSIC UP: Cajan-ish

Anncr: In Baton Rouge, Feliciana, Jefferson Davis

WOMAN: What is Geaux Green, G-E-A-U-X Green?

Anncr: In LaFayette, Livingston, Pointe Coupee

MAN: What is this G-E-A-U-X Green?

Anncr: In Vermilion too...

WOMAN: Geaux Green?

MAN: Geaux Green?

WOMAN: G-E-A-U-X Green?

Anncr; Green Power is available in Louisiana and it's provided
by a name you know...Entergy Gulf States Louisiana.

We call it Geaux Green, G-E-A-U-X
spelled the Louisiana way

For more information visit Geaux Green.com...
G-E-A-U-X Green.com...

It's a good choice for Louisiana....

D) Outdoor Billboard

EGS placed one outdoor board in each of the three major cities in the targeted area, Baton Rouge (one year contract), Lafayette and Lake Charles (6 month contracts). Outdoor boards offer a cost efficient way to reach motorists in these more populated areas over a longer period of time. The boards serve as a constant reminder that Green power is available through EGS's *Geaux Green* program. Boards are located in high traffic areas along I-10. **Figure 6** shows a picture of the billboard on I-10 in Baton Rouge.

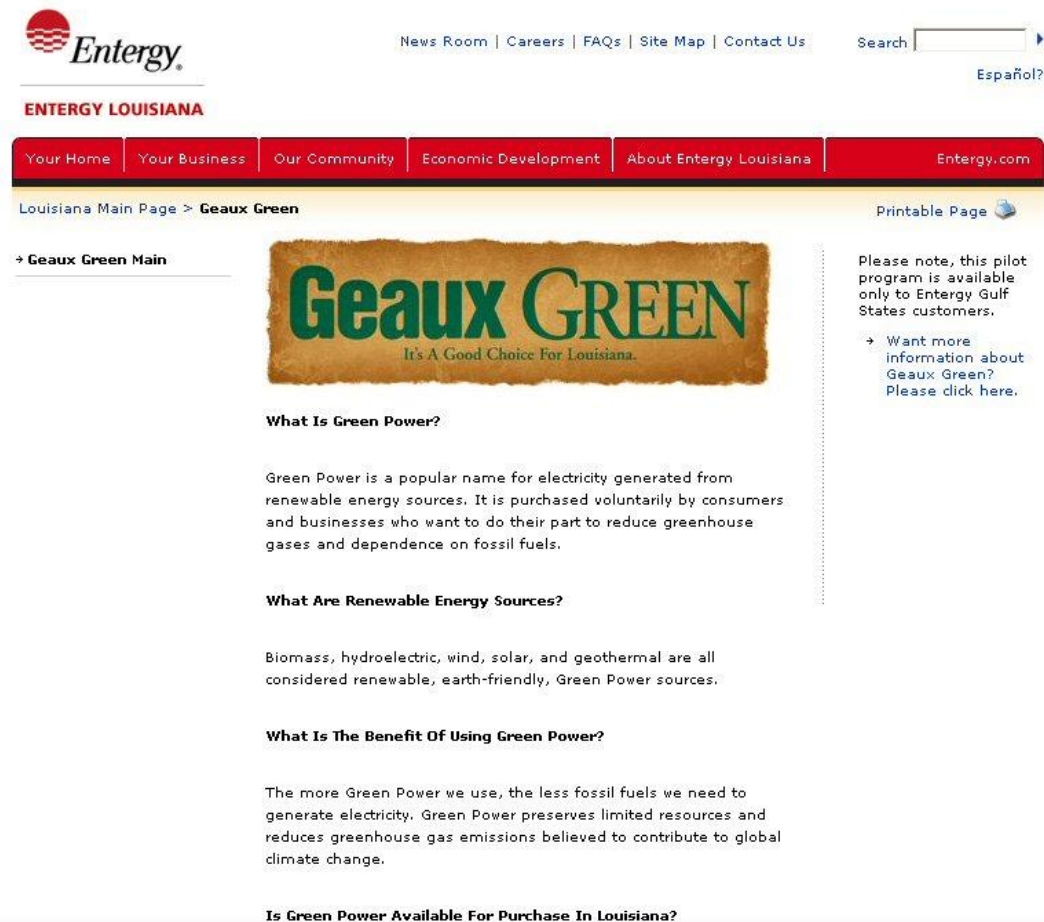
Figure 6



E) *Geaux Green* Website

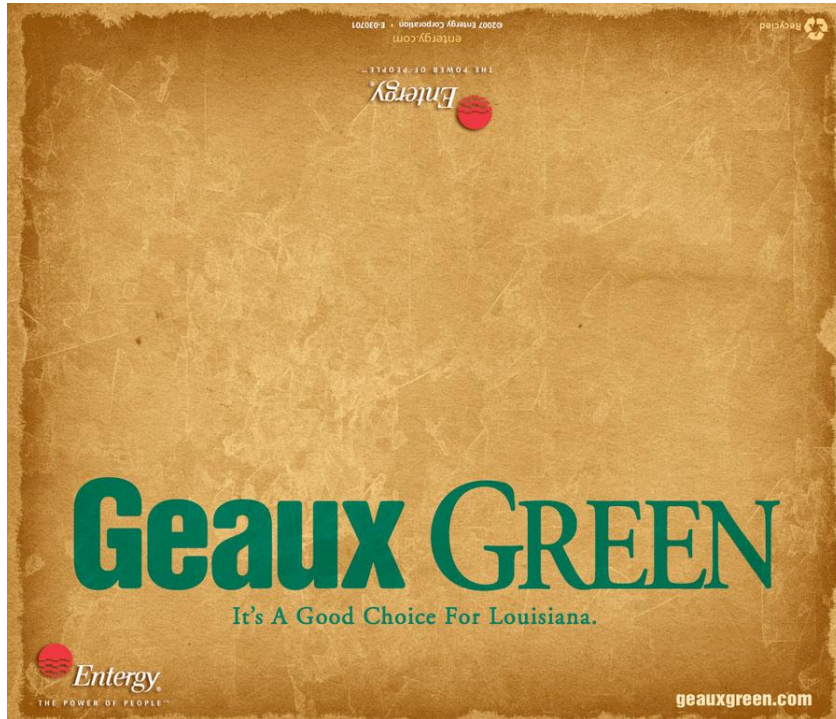
EGS developed the www.geauxgreen.com website, which contains content similar to the informational bill inserts, frequently asked questions and answers, information regarding EGS's sources of fuel, and a link to an email form asking for more information. A screen print from www.geauxgreen.com is shown in **Figure 7**. Hard copy and PDF versions of the *Geaux Green* brochure and contract are available by mail or email to customers upon request. These items are shown as Figures 10-12.

Figure 7



F) Printed Materials (*Geaux Green* Bill Insert, Brochure, Contract, and Bill Message)

- **Insert #1 – (Figure 8)** Provided *Green Power* education and introduction of *Geaux Green*. This insert was sent to all customers during March (billing cycles 7-21) and April (billing cycles 1-9).



Geaux GREEN	
<p>What Is Green Power? Green Power is a popular name for electricity generated from renewable energy sources. It is purchased voluntarily by consumers and businesses who want to do their part to reduce greenhouse gases and dependence on fossil fuels.</p> <p>What Are Renewable Energy Sources? Biomass, hydroelectric, wind, solar, and geothermal are all considered renewable, earth-friendly, Green Power sources.</p> <p>What Is The Benefit Of Using Green Power? The more Green Power we use, the less fossil fuels we need to generate electricity. Green Power preserves limited resources and reduces greenhouse gas emissions believed to contribute to global climate change.</p>	<p>Is Green Power Available For Purchase In Louisiana? Beginning in April 2007, Entergy Gulf States will implement a voluntary pilot program to give you the option, for a minimal monthly fee, to have a specific portion of your bill devoted to the purchase of power generated from renewable resources located in Louisiana. When you choose to buy Green Power, you support this environmentally friendly process and do something good for Louisiana.</p> <p>Why Is Entergy Offering Green Power? Entergy Gulf States is working closely with the Louisiana Public Service Commission to gauge consumer interest in purchasing renewable power. This pilot program will also help stimulate the development of renewable energy resources in Louisiana and explore the capability of suppliers in the state to meet this new demand.</p> <p>Why Does Green Power Cost More? The current technology used for small scale renewable energy is generally more expensive than traditional sources of energy. As technology advances and more renewable resources become available, it is likely that these products will become more economically attractive.</p> <p>Where Is This Green Power Being Produced? All power generated for this program will be produced in Louisiana using biomass fuels from agricultural byproducts grown in Louisiana. The use of biomass fuels helps to strengthen Louisiana's economy by opening new markets to Louisiana farmers and agricultural businesses for materials that might otherwise go unused.</p> <p>It's A Good Choice For Louisiana.</p> <p><small>©2007 Entergy Corporation E-030701</small></p>
<h2>Geaux GREEN</h2>	
<p>Tear It Off... Fill It Out... Send It In!</p> <p>Want to know more about how to Geaux GREEN? Simply tear off this panel, fill it out and mail it to:</p> <p>GEAUX GREEN Attn: Central Admin PO BOX 551 Little Rock, AR 72203-0551</p>	<p>Yes! I'm ready to Geaux GREEN for Louisiana! Please tell me more about purchasing Green Power for my home or business.</p> <p>Name _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p> <p>ENTERGY Account Number _____</p> <p>Phone (_____) _____</p> <p>Email _____</p>
<p>It's A Good Choice For Louisiana.</p>	

- **Insert #2 – (Figure 9)** Provides details about *Geaux Green* including pricing and program specifications including 1-800 number and website for customers to get more information. This insert was sent to customers during April (billing cycles 10-21), May (billing cycles 1-10), and June (billing cycles 11-21). A modified version of insert #2 which includes information regarding EGS's sources of energy in the 2nd Quarter 2007 is scheduled to run in August. A fourth version of the bill insert is scheduled to run in November.



The image shows a bill insert for Geaux Green, a voluntary Green Power program. The background is a textured, brownish-gold color. At the top, the Entergy logo is visible with the tagline "THE POWER OF PEOPLE" and "entergy.com". Below the logo, the text "Geaux GREEN" is prominently displayed in a large, green, serif font, followed by the tagline "It's A Good Choice For Louisiana." in a smaller, black, sans-serif font. To the right of the title, a green box contains text about the program's launch on April 1 and its goal to support Louisiana's agricultural community. Below this, another green box explains the pricing and how the program works, including details about 100 kWh blocks and the net monthly rate. At the bottom left, a section titled "Green Power Sources" describes the two biofuel plants: the Lacassine cogeneration plant and the Agrilectric power plant. A small photograph of sugarcane stalks is included next to this text. At the bottom right, a green box encourages signing up today, providing the website and phone number. The overall design is clean and informative, with a focus on environmental friendliness.

On April 1, customers of Entergy Gulf States will have the opportunity to enroll in Geaux Green. This voluntary Green Power program gives you the option to have a specific portion of your bill devoted to the purchase of power generated from renewable resources located right here in Louisiana. This in turn helps strengthen Louisiana's agricultural community by opening new markets to our local farmers.

When you choose to buy Green Power, you support this environmentally friendly process and do something good for your state!

Geaux GREEN
It's A Good Choice For Louisiana.

geauxgreen.com 1-877-847-3364

How it Works

Green Power will be sold in blocks of 100 kilowatt-hours (kWh) at a net monthly rate of \$2.25 per 100 kWh block. This rate will be in addition to any other applicable rates and charges for electric service. For example, an average household may use 1,000 kilowatt-hours per month. If you choose to have 400 kWh (four Green Power blocks of 100 kWh each) provided from a Green Power source, you would see an additional \$9.00 on your electric bill. Entergy Gulf States is working closely with the Louisiana Public Service Commission to gauge consumer interest in purchasing renewable power. This pilot program will help stimulate the development of renewable energy resources in Louisiana and explore the capability of suppliers in the state to meet the new demand. As more sources of Green Power become available, the cost for these resources will likely go down.

Green Power Sources

The 40,000 megawatt hours (MWh) generated for the Geaux Green pilot program will come from two biofuel plants. The Lacassine cogeneration plant will provide 19,000 MWh. It began operating in 2006 and produces energy by burning bagasse, the fibrous remains left after juice extraction from sugar cane stalks. The Agrilectric power plant will provide 21,000 MWh. It began operating in 1983 and produces energy by burning rice hulls.

Sign up today!

To learn more about the Geaux Green program, please visit geauxgreen.com or call 1-877-847-3364. Signing up is easy—and you'll be making a difference you can be proud of!

It's A Good Choice For Louisiana.

Brochure: Provided to customers seeking further information in conjunction with Contract (Two sided: Outside Panel follows as **Figure 10**; Inside as **Figure 11**)

Figure 10

Geaux GREEN!

On April 1, 2007, we will begin accepting contracts for Geaux Green. This voluntary Green Power program gives you the option to have a specific portion of your bill devoted to the purchase of power generated from renewable resources located right here in Louisiana. This in turn helps strengthen Louisiana's agricultural community by opening new markets to our local farmers. When you choose to buy Green Power, you support this environmentally friendly process and do something good for your state!

How it Works

Green Power will be sold in blocks of 100 kilowatt-hours (kWh) at a net monthly rate of \$2.25 per 100 kWh block. This rate will be in addition to any other applicable rates and charges for electric service. For example, an average household may use 1,000 kilowatt-hours per month. If you choose to have 400 kWh (four Green Power blocks of 100 kWh each) provided from a Green Power source, you would see an additional \$9.00 on your electric bill.

Entergy Gulf States is working closely with the Louisiana Public Service Commission to gauge consumer interest in purchasing renewable power. This pilot program will help stimulate the development of renewable energy resources in Louisiana and explore the capability of suppliers in the state to meet the new demand. As more sources of Green Power become available, the cost for these resources will likely go down.

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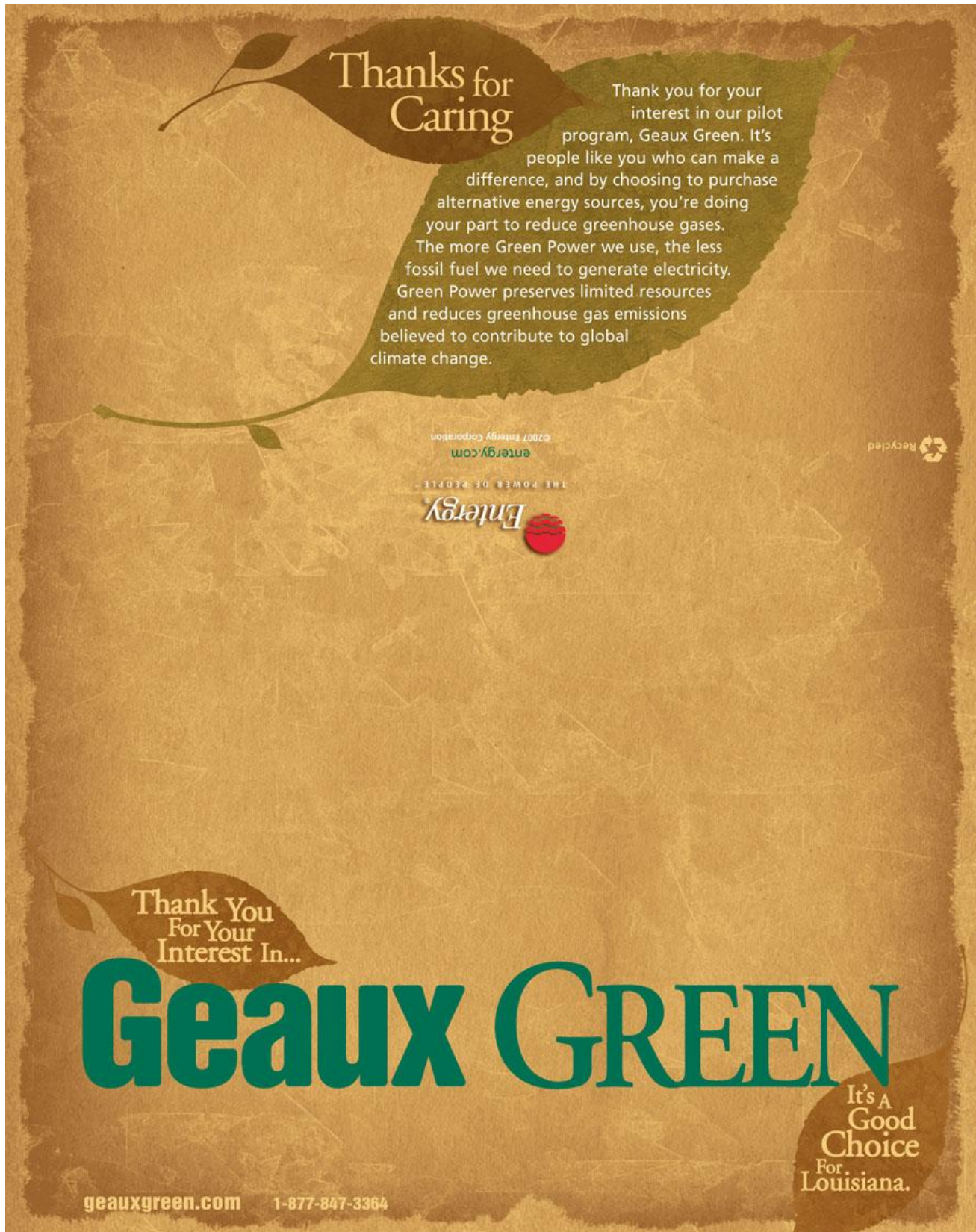
Geaux Green Today!

Take a few minutes to read over the enclosed contract. Fill in the blanks, indicate how many 100 kWh blocks you want to purchase, sign the contract, and mail it back in the envelope provided. If you have questions about this program, please visit geauxgreen.com or call 1-877-847-3364.

It's A Good Choice For Louisiana.

Entergy
THE POWER OF PEOPLE™


Figure 11



- **Contract: *Geaux Green* Contracts: (Figure 12)** Customer contracts are necessary to ensure customer awareness and acceptance of the terms and conditions of the plan and to provide for the continuity of the program via an “evergreen” provision should the Commission determine that the pilot program be extended or made permanent.

Geaux GREEN

It's A Good Choice For Louisiana.



Entergy
THE POWER OF PEOPLE™

**ENTERGY GULF STATES, INC.
CONTRACT FOR GREEN PRICING SERVICE**

This Agreement is made _____, 20____ between Entergy Gulf States, Inc. (the “Company”) and _____ (the “Customer”), collectively the “Parties”.

WHEREAS:
 The Louisiana Public Service Commission (“LPSC” or the “Commission”) in Docket No. R-28271, General Order No. R-28271 approved a pilot for the purpose of investigating the feasibility of implementing a renewable portfolio standard for the Jurisdictional Electric Utilities in the State of Louisiana (the “Pilot”), and
 The Company has been authorized by the LPSC in compliance with such Order to offer a Green Pricing Service Pilot Rider (“GPP” or the “Rider”) to residential, commercial, industrial and governmental customers who request such service, and
 The Customer has requested such service in accordance with the Rider, and
 The Company is willing to provide such service to customer under the terms of the Rider,
 THEREFORE, the Parties hereto agree as follows:


- 1. TERM AND CANCELLATION**
 The initial term of the Pilot commences on the Pilot Effective Date, April 1, 2007, and ends one year from such date, March 31, 2008. The term of this Agreement shall be from the date the Company receives this signed Agreement from the participating customer until the end of the initial term of the Pilot.
 - If the Customer terminates electric service and moves from the Company's service territory, this Agreement will be cancelled.
 - If the Customer moves to a location within the Company's service territory, this Agreement may be transferred to such new location at Company's option.
 - If the Commission orders that the Pilot be extended, the customer will be given the opportunity to cancel this Agreement pursuant to the terms of the applicable commission order.
 - If at the end of the initial term, the Commission rules that the program is to be made permanent, with or without modification, the contract will be automatically extended for successive, one-year periods or for such time as is provided in the applicable Commission order unless terminated by notice given by one Party to the other not less than thirty (30) days prior to the end of the initial term or any anniversary thereof. At the end of the initial term the automatic extensions of the contract will be for contract periods as provided in the applicable Commission Order.
 - If this program is cancelled by order of the Commission, all existing contracts will be terminated on the date specified in such order.
- 2. The Customer agrees to purchase _____ Green Power block(s) of 100 kilowatt-hours each (“kWh Block(s)”) at a GPP Net Monthly Rate of \$2.25 per kWh Block which shall be in addition to any other applicable rates and charges for electric service. This GPP Net Monthly Rate is subject to adjustment by the Commission during the Pilot if it appears that the actual costs of implementing the Pilot will exceed the estimate of such costs.**
- 3. The Net Monthly Rate of GPP shall not be prorated for a partial service month.**

Entered into this _____ day of _____, 20____,

By _____
(CUSTOMER SIGNATURE)

Print Name _____

Account Number _____



Recycled

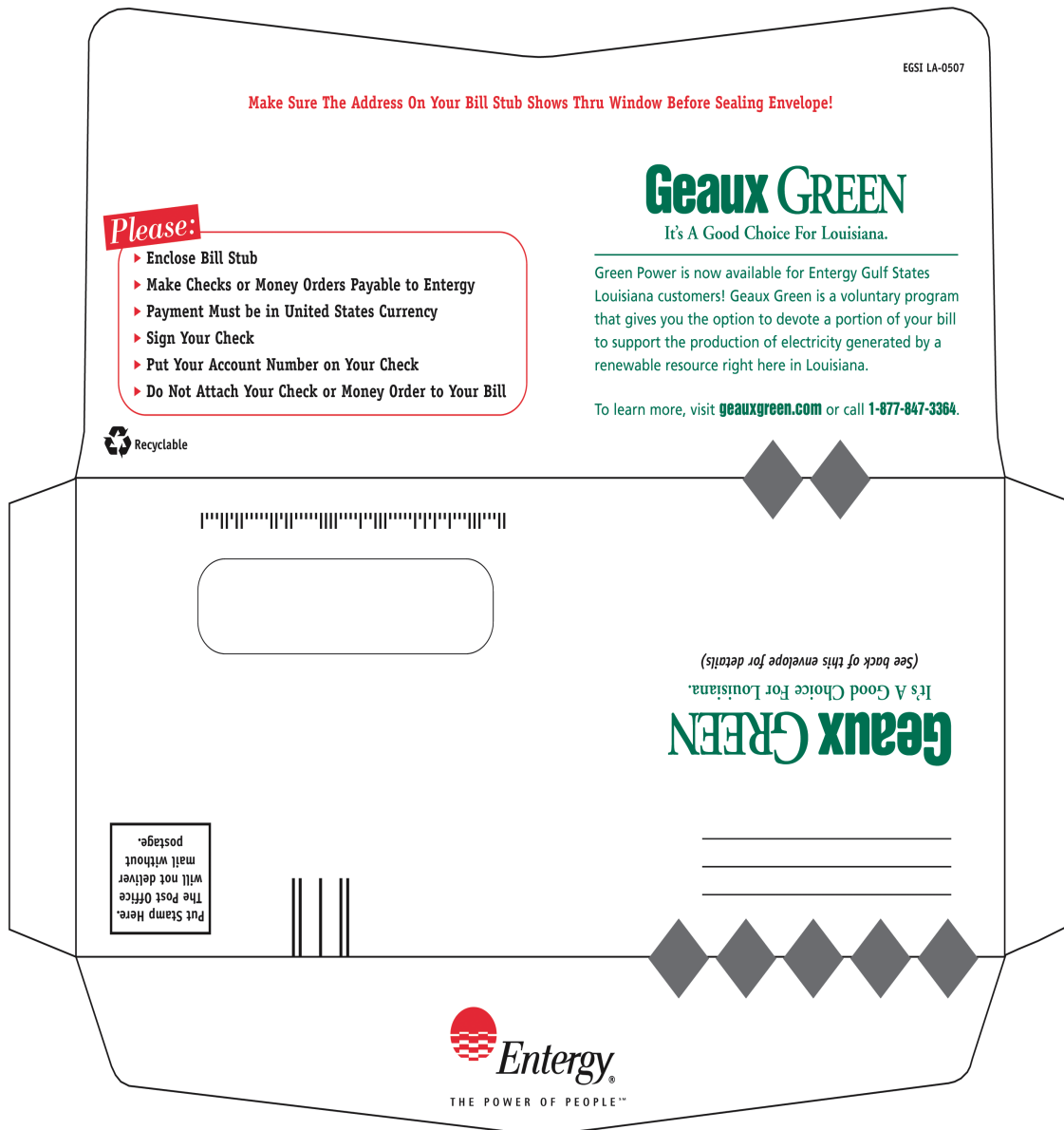
- **Bill Messaging:** EGS utilized a message on customers' bills rendered during billing cycles April 9-June 18, July 23-Aug 20, and Oct 29-Nov 26. This message as shown in the upper left corner of **Figure 13** provides another venue by which EGS customers may be introduced to the *Geaux Green* program and directed to the *Geaux Green* website. EGS will continue to utilize the bill message in months in which the bill message space is available.

Figure 13

<div> <div>Entergy</div> <div>Entergy Gulf States Louisiana, Inc.</div> <div>www.entergy.com</div> </div>	<div> <div>Service Location</div> <div>Baton Rouge, LA 70806-7633</div> </div>	<div> <div>For Billing Inquiries and Customer Service, call 1-800-ENTERGY Mon-Fri, 7am-7pm</div> <div>For Power Outages and Safety Concerns, call 1-800-9OUTAGE 24 hours a day, 7 days a week</div> </div>												
<div> <div>Important Messages</div> <div> Green Power is now available for Entergy Gulf States Louisiana customers! Geaux Green is a voluntary program that gives you the option to devote a portion of your bill to support the production of electricity generated by a renewable resource right here in Louisiana. For more information: visit us at GEAUXGREEN.COM or call 1 877-847-3364. </div> </div>	<div> <div>Account Summary</div> <table> <tr> <td>Account #</td><td>Mail Date</td><td>QPC 04000</td></tr> <tr> <td>Invoice #</td><td>07/16/2007</td><td>Cycle 10</td></tr> <tr> <td colspan="2">Amount Due by 08/07/2007</td><td>\$149.24</td></tr> <tr> <td colspan="2">Amount Due after 08/07/2007</td><td>\$153.72</td></tr> </table> </div>		Account #	Mail Date	QPC 04000	Invoice #	07/16/2007	Cycle 10	Amount Due by 08/07/2007		\$149.24	Amount Due after 08/07/2007		\$153.72
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<div> Convenience? Yes! Save on checks, stamps or gas! Receive and pay your bill online with our E-Bill service. For more information, or to enroll in E-Bill, go to www.entergy.com, click on Louisiana, and then select Billing Options. </div>	<div> <div>Account Detail</div> <table> <tr> <td>Previous Balance</td><td>43.99</td></tr> <tr> <td>Payment Received</td><td>(06/26/2007) -43.99</td></tr> <tr> <td>Remaining Balance</td><td>\$0.00</td></tr> </table> </div>		Previous Balance	43.99	Payment Received	(06/26/2007) -43.99	Remaining Balance	\$0.00						
Previous Balance	43.99													
Payment Received	(06/26/2007) -43.99													
Remaining Balance	\$0.00													
<div> Entergy may convert your payments by check to an electronic Automated Clearinghouse (ACH) debit transaction. This means that your account may be debited the day after your check is received by Entergy. Although the debit transaction will appear on your bank statement, your check will not be returned to your bank. For more information call 1-888-627-6695. </div>	<div> <div>Current Charges</div> <table> <tr> <td>Customer Charge</td><td>4.46</td></tr> <tr> <td>Energy Charge</td><td>65.19</td></tr> <tr> <td>Louisiana PSC Case Credit</td><td>-8.94</td></tr> <tr> <td>Fuel Adjustment</td><td>1424 kWh @ \$0.06059 86.28</td></tr> <tr> <td>Green Power</td><td>1 Blks @ \$2.25 2.25</td></tr> <tr> <td>Current Month Energy Charges</td><td>\$149.24</td></tr> </table> </div>		Customer Charge	4.46	Energy Charge	65.19	Louisiana PSC Case Credit	-8.94	Fuel Adjustment	1424 kWh @ \$0.06059 86.28	Green Power	1 Blks @ \$2.25 2.25	Current Month Energy Charges	\$149.24
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	<div> <div>Meter Reading</div> <table> <tr> <td>Meter #</td><td>Rate : GS_RS</td></tr> <tr> <td>Total Days (9)</td><td></td></tr> <tr> <td>Current Meter Reading</td><td>(07/11/2007) 404</td></tr> <tr> <td>Previous Meter Reading</td><td>(07/03/2007) - 0</td></tr> <tr> <td>kWh Metered</td><td>404</td></tr> <tr> <td colspan="2">Meter changed.</td></tr> </table> </div>		Meter #	Rate : GS_RS	Total Days (9)		Current Meter Reading	(07/11/2007) 404	Previous Meter Reading	(07/03/2007) - 0	kWh Metered	404	Meter changed.	
Meter #	Rate : GS_RS													
Total Days (9)														
Current Meter Reading	(07/11/2007) 404													
Previous Meter Reading	(07/03/2007) - 0													
kWh Metered	404													
Meter changed.														
	<div> <div>Meter Reading</div> <table> <tr> <td>Meter #</td><td>Rate : GS_RS</td></tr> <tr> <td>Total Days (21)</td><td></td></tr> <tr> <td>Current Meter Reading</td><td>(07/02/2007) 96695</td></tr> <tr> <td>Previous Meter Reading</td><td>(06/11/2007) - 95675</td></tr> <tr> <td>kWh Metered</td><td>1020</td></tr> <tr> <td colspan="2">Meter changed.</td></tr> </table> </div>		Meter #	Rate : GS_RS	Total Days (21)		Current Meter Reading	(07/02/2007) 96695	Previous Meter Reading	(06/11/2007) - 95675	kWh Metered	1020	Meter changed.	
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- **Remittance Envelope Advertising:** Figure 14 shows an example of the advertising message for *Geaux Green* placed on the remittance envelopes that are provided to customers with their monthly bills. This advertisement is another opportunity to introduce the program and direct customers to www.geauxgreen.com for further information.

Figure 14



G) Print Advertising

EGS has reserved dollars for print opportunities that present themselves over the pilot duration. EGS will place the ads to announce the availability of the *Geaux Green* renewable energy option for consumers and to encourage them to visit www.geauxgreen.com for more information. If future opportunities arise, EGS will use selective advertising to tie the *Geaux Green* message to related topics of interest. To date, positive print editorials have run in both Baton Rouge and New Orleans. For example, the following article ran in the Baton Rouge Advocate.

Figure 15

Entergy introduces renewable energy initiative

By [MARK BALLARD](#)

Advocate Capitol News Bureau

Published: Mar 14, 2007

Starting with their next electric bills, Baton Rouge-area consumers can volunteer to pay about 30 percent more for electricity made with renewable fuels such as wind, solar and other so-called “green” energy.

Customers of Entergy Gulf States Inc. can opt to join a new “Green Pricing Tariff” and pay 2.25 cents per kilowatt hour more on their monthly bills, beginning April 1.

The program aims to establish a new industry that makes electricity using fuels that could eventually cost less and produce less air pollution.

Entergy Gulf States has 364,176 customers from Baton Rouge to the Texas border. It is joining utilities in 23 other states that allow similar voluntary payments.

“This is a good test for us. We’ll find out where we’re going to get the power and how much of a market we can generate for it,” said Jimmy Field of Baton Rouge, who chaired the Public Service Commission in November when it approved the program.

Monthly bills would increase by up to \$33.75 for a typical residential customer in Baton Rouge who uses 1,500 kilowatt hours per month and joins the program.

However, Field said Entergy customers can opt to pay the premium on only part of their bills if they wish.

“That’ll only be a few dollars, but it’ll still let them help promote the growth of ‘green’ technology,” Field said.

Volunteers can buy “green power” in blocks of 100 kilowatt hours, which would increase monthly bills by \$2.25 per block.

Nearly 600,000 customers purchased green power products in 2005 through similar programs across the nation, according to a November U.S. Department of Energy report.

The idea has failed in some places and succeeded so well in others that it has expanded.

Most markets report about 2 percent of their customers agree to pay a little more, the report stated.

The “green” plan comes as Louisiana falls under federal orders to reduce pollution released into the air. Power plants are a major source of air pollution.

Commissioners also want to reduce the utilities’ reliance on high-priced natural gas, which drives up the cost of monthly electric bills.

For the most part, utility companies burn natural gas, oil, coal and nuclear fuels to fire the generators that make electricity.

Alternative-fuel producers will be paid by Entergy up to 6.5 cents per kilowatt hour. The cost of electricity in April for Entergy’s Baton Rouge customers is about 5 cents per kilowatt hour.

Two companies have offered to sell Entergy the necessary power:

- Agrilectric Power Inc. of Lake Charles, which makes electricity by burning rice hulls.
- Lacassine Mill LLC near Jennings, which uses sugar cane bagasse — the woody residue left after the sugar gets squeezed out.

Buyers don’t necessarily get the green power directly. But Entergy will use their money to buy a portion of the electricity from the two renewable facilities to replace a similar amount now made by generators run with fossil fuels.

Entergy will get reimbursed up to \$500,000 for marketing the idea, according to the PSC order setting up the plan.

Entergy will erect billboards, set up a toll-free number and insert information in the next bills mailed, said Entergy spokesman Chanel Lagarde of Jefferson.

One of Entergy’s billboards is on westbound Interstate 10 near Dalrymple Drive.

Entergy is preparing a Web site called “geaux green” that would explain that small-scale renewable energy is more expensive now but will become more attractive as technology advances.

IV. Customer Response as of Quarter End (June 30, 2007)

As of June 30, 188 customers have signed up for *Geaux Green*. **Figure 16** shows metrics regarding customer expressing interest in the program and those that have purchased blocks of power. Customers signing up in the month of June after their billing cycle will not be billed until the July billing cycle. This explains the differential shown between the counts of customers signed up as of June 30 and the customers billed as of June 30. In addition, **Figure 17** and **Figure 18** show Commercial and Industrial Accounts billed and Customers billed by Zip Code as of June 30, respectively.

Figure 16

Customer Information Requests/ Contracts Mailed				
	April	May	June	Total
	774	110	76	960
Customers Billed				
	April	May	June	
Residential	*	49	143	
Commercial	*	4	10	
Industrial	*	<u>1</u>	<u>1</u>	
Total		54	154	
Energy Blocks Billed				
	April	May	June	Total
Residential	*	269	724	993
Commercial	*	31	69	100
Industrial	*	<u>1</u>	<u>1</u>	<u>2</u>
Total		301	794	1095

* All customers that contracted for green power in April did so after their billing occurred. Blocks sold in this month appear in the May totals.

Figure 17

Commercial and Industrial Customers billed as of June 30

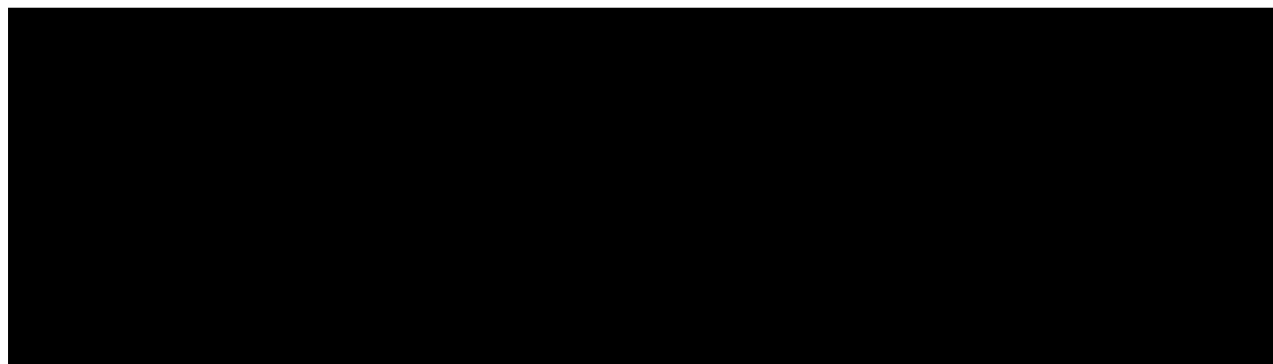


Figure 18
***Geaux Green* Customers Billed in June by Zip Code**

Zip Code	Count	Zip Code	Count	Zip Code	Count
70806	28	70607	2	70615	1
70605	16	70663	2	70669	1
70808	14	70665	2	70710	1
70810	11	70737	2	70714	1
70809	9	70748	2	70726	1
70601	7	70767	2	70754	1
70802	6	70775	2	70760	1
70817	6	70508	1	70764	1
70816	5	70518	1	70791	1
70769	4	70529	1	70814	1
70520	3	70558	1	70815	1
70560	3	70559	1	70819	<u>1</u>
70583	3	70570	1	Total	154
70820	3	70578	1		
70512	2	70592	1		

V. Budget

Figure 19 contains a summary level budget for the *Geaux Green* Program. Pursuant to Order R-28271, EGS was directed to develop a marketing and implementation plan to include incremental costs not to exceed \$500,000. Budget details were provided to and discussed with the Staff during the development of the program. The Staff and the Company agreed to keep approximately 20% of the program's budget reserved for contingency use during the initial budgeting process.

Figure 19

Geaux Green Initial Program Incremental Budget

		Program Budget
I	Media Placement	
	Radio	\$ 92,652
	Outdoor	\$ 55,515
	Online	\$ 9,707
	Print	\$ 15,000
	Media Placement Subtotal	\$ 172,874
II	Bill Inserts, Collateral Educational Material	\$ 53,400
III	Research: Follow up Survey	\$ 30,000
IV	Affinity Marketing	\$ 35,000
V	Trademark	\$ 650
	Total Marketing / Promotion / Production	\$ 291,924
VI	Programming / Billing	\$ 100,000
VII	Initial Budget Allocated Total	\$ 391,924
VII	Initial Budget Reserve Total	\$ 108,076

*Charging customers for green power blocks and providing line item billing detail required incremental programming to the Customer Care System. This programming was provided by an outside vendor and was an incremental expense to EGS. In discussion with the Staff, EGS estimated this cost at approximately \$100,000. The final charge for these programming requirements was \$75,500. These changes have been made and the customer bill represented as **Figure 13** shows how the new Green Power charge is presented to customers.

VI. Phase II Grassroots Rollout

Beginning in late July, Phase II of EGS's *Geaux Green* campaign will utilize a grassroots approach to communicate program details to customers and customer groups in a face-to-face environment. This phase will augment the customer awareness and education efforts implemented to date.

EGS Louisiana will utilize its existing customer facing organizations (primarily Customer Service Managers and Account Service Managers) to present the *Geaux Green* program to civic groups, large commercial and industrial customers, and other organizations over the remaining months of the pilot program. This approach has already reached 120 commercial and industrial accounts in various business segments. This grassroots approach will add a personal element to the communications of the program and will provide a setting to effectively address questions as they arise.

VII. Customer Survey

A follow up survey to be conducted by Market Dynamics, Inc. (a local research firm located in New Orleans) will begin in mid August with results made available on October 1, 2007.

The objective of the survey is to understand consumer insights and opinions regarding Green Power in Louisiana and on the *Geaux Green* program. Specific objectives of the research included:

- Assess participants' understanding of the green power concept.
- Assess participants' understanding of the *Geaux Green* program.
- Explore opinions regarding the specific messages in the program.
- Explore whether the creative idea in the advertisements communicates the intended message.
- Compile demographic data regarding customers that expressed interest in *Geaux Green* and customers the voluntarily participated in the program.
- Assess interpretation and understanding of messages communicated within campaign.
- Assess issues and attitudes involving the campaign and green power in Louisiana to help determine why customers enrolled or did not enroll in the pilot program.
- Assess geographic and demographic influences in the decision making process.

VIII. Initial Comments and Feedback

Through the *Geaux Green* mailbox, EGS occasionally receives comments and/or questions. While most revolve around program details such as pricing, there are occasional subjects that reappear. Commentary usually involves appreciation for the option to select a renewable alternative or a desire to not be charged a premium for renewable energy. Questions

occasionally come from power suppliers, particularly small scale solar generators and potential net metering customers/suppliers, wanting details on how to sell to EGS.

Order R-28271 requires commentary about the reasons why customers did or did not enroll in the program. Although EGS's experience with this program is limited and the answer to this question will be fully researched in the pending survey, there appear to be two major reasons for customers that show some interest in the program deciding not to participate, especially from non-residential accounts. The most widely cited reason is the high cost. The other reason is a concern that renewable energy credits would not be issued. While it appears that the Agriletric facility will not qualify for EcoPower or Green-e certification, the Lacassine facility may. EGS has attempted to pursue this issue with Lacassine's management in order to coordinate the necessary information required for certification. Lacassine's Management has been unavailable and ELL intends to fully investigate this issue when the owners are available.